



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

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QUARTERLY ISSUES AND PROGRAMS REPORT

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October, November, December, 2020

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FILED 1 - 6 - 2021

SUBMITTED BY David Gustafson

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## PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

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### **Community Spotlight** – Monday thru Friday 7:00am

Community spotlight is a daily 15 minute program that provides a public forum for community leaders and event organizations to discuss current issues affecting the listening area. The program also provides information on upcoming events in Columbus and surrounding communities. The live 15 minute program provides great interaction between community leaders and the public. It is a great program for promoting positive programs and events in the area.

### **Y's Words** – Monday thru Friday 9:00am

The two minute daily program is a discussion between local fitness experts at the Columbus YMCA. The program offers tips on healthy lifestyles and informs the public of education and interactive programs throughout the community. The program also informs the public of healthcare opportunities in the community.

### **KLIR News** –Monday thru Friday

6:00am, 6:30am, 7:00am, 7:30am, 8:00am, 12:00pm, 4:00pm, 5:00pm

KLIR NEWS is a two minute program dedicated to informing the public on the latest issues that affect them personally, affect their community, and affect the state. The program provides updates on issues impacting local and state government, education, healthcare, tourism, charities, organizations and the environment.

The following summarizes a representative sample of programming that provided the most significant treatment of community issues during the past quarter. Programming frequently deals with more than one issue.

#### Coverage Addressing the Following Issues:

- 1) Government/Politics
- 2) Education, Youth Issues
- 3) Health
- 4) Weather
- 5) Community Events

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
<b>Government and Politics</b>	October 1 <sup>st</sup> to December 31	65	30 seconds per feature	Coverage of Community committee work sessions in Columbus. Coverage of City Council meetings. Coverage of police, fire, and sheriff departments. Coverage of issues affecting counties in the coverage area.
<b>Government and Politics</b>	Oct 1st to December 31st	30	30 seconds features	Gave updates about the effects COVID-19 has had on the state economy.
<b>Government and Politics</b>	Oct. 5th to Nov. 2nd	20	30 seconds features	Updated residents on ballot measures to legalize casinos, which opponents argued would fuel an increase in gambling addictions and related social problems.
<b>Government and Politics</b>	Oct. 7th to Dec. 31st	70	30 seconds features	Covered Governor Pete Ricketts Weekly COVID updates that included daily COVID numbers, changes to health measures, and informing Nebraskans on the plan for a vaccine.
<b>Government and Politics</b>	Nov. 3rd to Nov. 4th	10	2 minutes per feature	Aired election updates from the General Election.
<b>Government and Politics</b>	Nov. 5th to Nov. 10th	15	30 seconds features	Recapped election results including Initiative Measures 429, 430, and 431 that passed involving gambling in Nebraska.
<b>Government and Politics</b>	Dec. 11th to Dec. 30th	30	30 seconds features	Covered Governor Pete Ricketts updates during the process of giving COVID doses to hospitals.
<b>Education and Youth</b>	October 1 <sup>st</sup> to December 31	120	30 seconds	PSA: Health education, Big Pals Little Pals of Columbus, Columbus Sports & activities council, parenting workshops, Columbus Library education seminars, youth activities, YMCA activities.



Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Education and Youth	October 1 <sup>st</sup> to December 31	64	60 seconds	Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature.
Education and Youth	October 1 <sup>st</sup> to December 31	64	2 minute	Y's Words is a daily program that offers tips on healthy lifestyles and informs the public of education and interactive programs throughout the community. The program also informs the public of healthcare opportunities in the community.
Education and Youth	October 1 <sup>st</sup> to December 31	64	60 seconds	Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature.
Education and Youth	October 1 <sup>st</sup> to December 31	64	2 minute	Y's Words is a daily program that offers tips on healthy lifestyles and informs the public of education and interactive programs throughout the community. The program also informs the public of healthcare opportunities in the community.
Education and Youth	Oct. 14th to Oct. 16th	10	30 seconds per features	Covered the Nebraska Agriculture in the Classroom, a program of the Nebraska Farm Bureau Foundation, headed back to school this fall with reimagined learning.
Education and Youth	Nov. 17th to Dec. 22nd	15	30 seconds features	Interviewed Columbus Public Schools officials about their announcement to move to a hybrid Tier 2 "YELLOW," model beginning November 30th and ending December 22nd.
Education and Youth	Nov. 8th To Nov. 15th	10	2 minutes per feature	Interviewed members of Youth & Family for Christ about their teen parent programs and the importance of them.
Education and Youth	Dec. 12th To Dec. 15th	5	2 minutes per feature	Covered the University of Nebraska Board of Regents vote to support a public-private partnership that will add a Regional Engagement and Alumni Center to the University of Nebraska at Kearney's University Village development.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
<b>Education and Youth</b>	Dec. 18th To Dec. 20th	5	2 minutes per feature	Aired announcement from Northeast Community College on largest single donor contribution in the school's history.
<b>Education and Youth</b>	October 1 <sup>st</sup> to December 31	180	30 seconds	Blood Drive announcements run throughout the month to inform listeners on the importance of how crucial blood donations are in the listening area.
<b>Health</b>	Oct 1st To Dec. 31st	50	30 seconds per feature	Continue to run stories letting residents know the warning signs of COVID-19 and what listeners should do if they think they have it. Also what steps to take to avoid contracting the virus.
<b>Health</b>	Oct. 5th To Dec. 30th	70	30 seconds per feature	Gave daily updates on the number of positive COVID-19 cases and deaths in the state.
<b>Health</b>	Oct. 14th To Nov. 5th	30	30 seconds per feature	Covered Hy-Vee's announcement that they would be providing COVID testing throughout it's 8 state region.
<b>Health</b>	Nov. 5th To Dec. 10th	25	30 seconds per feature	Interviewed officials from Columbus Community Hospital about the importance of taking the flu shot.
<b>Health</b>	Nov. 20th To Dec. 25th	25	30 seconds per feature	Interviewed local health officials about how to avoid getting the flu along with warning signs and how to tell the difference between the flu and COVID.
<b>Weather</b>	Oct. 1st To Dec. 15th	30	30 second features	Gave updates on drought conditions in the state including how it would affect area farming.
<b>Weather</b>	Nov. 20th to Dec. 30th	35	30 seconds per feature	Interviewed members of Platte County Emergency Management about winter weather safety tips.



<b>Weather</b>	Dec.1st To Dec. 30th	20	30 seconds per feature	Interviewed City of Columbus Officials about snow procedures during the winter months.
<b>Weather</b>	Dec.5th To Dec. 31st	18	30 second features	Interviewed Officials from Platte County Emergency Management about this year's winter weather outlook.
<b>Community Events</b>	October 1 <sup>st</sup> to December 31	120	30 seconds per feature	PSAs covering are community events such as musicals, plays, band concerts, festivals, and various schools and non-profit charity events.
<b>Community Events</b>	Oct. 1st To Dec. 25th	50	30 seconds per feature	Informed residents about different COVID-19 testing sites and what times they are open.
<b>Community Events</b>	Oct. 15th To Nov. 23rd	30	30 seconds per feature	Covered multiple Columbus City Council Meetings debating the need for a mask ordinance.
<b>Community Events</b>	Oct. 23rd To Oct. 25th	10	30 seconds per feature	Covered the opening of the permanent bridge on Highway 281 over the Niobrara River south of Spencer which was demolished from floods in 2019.
<b>Community Events</b>	Nov. 8th To Nov. 16th	10	30 seconds per feature	Interviewed members of 1C Church about their November activities and community events.
<b>Community Events</b>	Dec. 8th To Dec. 19th	15	30 seconds per feature	Talked with Columbus Public Library about the new library and the transition from the old location to the new one.
<b>Community Events</b>	Dec. 20th To Dec. 24th	10	30 seconds per feature	Interviewed members of 1C Church about their Christmas Community Meal